IB 2000 - Introduction to International Business  
Credit(s): 3 Credits  
A broadly based introduction to the field of international business;  
consists of an inter-disciplinary survey of the fundamentals of (1)  
international trade; (2) environmental factors; (3) international  
institutions and agencies; and (4) company organization, managerial  
functions and operations around the world.  
Prerequisite(s): ECON 1900  
Restrictions:  
Students in the Schl for Professional Studies college may not enroll.  

IB 2930 - Special Topics  
Credit(s): 1-3 Credits (Repeatable for credit)  

IB 2980 - Independent Study  
Credit(s): 1 or 3 Credits (Repeatable for credit)  
Permission of the department chair.  

IB 3020 - Latin American Business  
Credit(s): 3 Credits  
The focus of the course is on the cultural, historical, economic, social,  
political and business environments in Latin America and on the activities  
of multinational corporations therein.  
Prerequisite(s): IB 2000  

IB 3040 - Asian Business  
Credit(s): 3 Credits  
Focusing on a group of selected Asian economies, this course has  
three objectives: (1) to acquaint the students with the region’s basic  
business environments; (2) to examine the style and practices of Asian  
management; and (3) to provide insight to the implications of the Asian  
business environment and management practice on strategic planning  
by non-Asian firms. Students will attain a practical knowledge of the  
complexity of the business environments of the region and be able to  
incorporate analytical skills and strategic thinking into the reality of the  
Asian markets.  
Prerequisite(s): IB 2000  
Attributes: Int Bus Major Elective, Int Bus Minor Elective, International Studies-Asia  

IB 3060 - International Business of the European Union  
Credit(s): 3 Credits  
This course is designed to give students a grasp of the economic and  
political realities relevant to international business in the European  
Union. Students will learn what the EU is and what it does. A thorough  
study of the member states’ demographic and macroeconomic situation  
will help understand the importance of the Bloc for world trade. Other  
topics covered include How to Set Up a Business in the EU, Importing  
and Exporting in the EU, Competition, Contract & Employment rules that  
apply in the EU, Company Law and Corporate Governance, Intellectual  
Property Rights and Corporate Social Responsibility, and Funding and  
Support for SMEs and Start-ups. Finally, the World Bank’s Reports on  
“Doing Business in the EU” will be used to evaluate achievements and  
areas where improvement is needed.  
Prerequisite(s): IB 2000  
Attributes: Int Bus Major Elective, Int Bus Minor Elective  

IB 3100 - Geopolitics of World Business  
Credit(s): 3 Credits  
This course is designed to prepare students to understand how  
geography and politics intersect with and influence international  
business and multinational firms. Upon successful completion of the  
course, students should possess an awareness of important geopolitical  
facts and should be able to demonstrate the analytical and strategic  
thinking skills that reflect an understanding of how these facts interact  
with and affect international business competition. In particular,  
the course will examine how geographic location, natural resource  
endowments, historical relationships and national and institutional  
political factors influence global companies.  
Prerequisite(s): IB 2000  
Attributes: Int Bus Major Requirement, Int Bus Minor Requirement,  
International Studies-Economy  

IB 3140 - International e-Business  
Credit(s): 3 Credits  
International e-business is now emerging as an indispensable way  
of conducting global business. However, there is a dearth of trained  
professionals at multinational companies who can manage and  
coordinate international e-business and global digital media marketing  
efforts. The marketplace has a skill shortage for the growing demand  
for professionals who can effectively work with digital media content,  
software professionals, translators, and colleagues from different  
countries to implement international e-business strategy and global  
digital media efforts. This course will help students understand  
international e-business, global digital media marketing, international  
online market entry, issues regarding web site localization, and cultural  
customization. Specifically, the course provides applied knowledge to  
successfully use the web to tap global online markets.  
Prerequisite(s): IB 2000  
Attributes: Int Bus Major Elective, Int Bus Minor Elective, International Studies-Economy  

IB 3150 - Middle Eastern Business  
Credit(s): 3 Credits  
The focus of the course is the business environment of the Middle East  
and North Africa (MENA). National and corporate cultures, customs and  
laws, geopolitical environment, economic systems, natural resources  
and security of supply, and other major business-related elements will be  
covered. This coverage is complemented by a description of the changing  
order in the MENA region and what it means for multinational firms.  
Prerequisite(s): IB 2000  
Attributes: Int Bus Major Elective, Int Bus Minor Elective
IB 3160 - Cultural Differences in International Business
Credit(s): 3 Credits
Ample evidence abounds that cultures of the world are in more frequent contact as the business world becomes increasingly global. Given this globally interdependent economy, it is imperative that students understand the value of culture when conducting business across boundaries. This course examines the concept of "culture" as it applies in an international business context. Among those topics discussed are communicating and negotiating across cultures, the impact of culture on global alliances and strategy, and multicultural teams in international organizations. Classroom discussions are based on text readings as well as specific country-based cases.
Prerequisite(s): IB 2000
Attributes: Int Bus Major Elective, Int Bus Minor Elective, International Studies-Economy

IB 3700 - Transitioning to a Sustainable World
Credit(s): 3 Credits
Our world is facing important sustainability threats that urgently need to be addressed, and therefore this course is designed to prepare students to understand the most prominent sustainability challenges as well as provide them with the necessary tools to become agents of change by transforming those challenges into opportunities with the final Goal of living in a better and more sustainable world.
Attributes: UUC:Collaborative Inquiry, UUC:Global Interdependence

IB 3980 - Independent Study
Credit(s): 1 or 3 Credits (Repeatable for credit)

IB 4120 - International Business Strategies
Credit(s): 3 Credits
This course is designed to develop a broad understanding of strategic challenges in the international business environment. The major objective of the course is to engender a global mindset and a better understanding of the problems and challenges that organizations face in the international context. The challenge is to make sense of the shifting dynamics and multifaceted phenomena that confronts global business.
The course weaves together conceptual and practical considerations to create a balanced and exciting learning experience. This course is designed to enhance students' capacity to function more effectively in the international business environment.
Prerequisite(s): IB 2000; Minimum Earned Credits of 60
Attributes: Int Bus Major Requirement, Int Bus Minor Requirement

IB 4910 - International Business Internship
Credit(s): 1-3 Credits (Repeatable for credit)
This course can be used as elective credit or as major credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.
Prerequisite(s): IB 2000; Minimum Earned Credits of 60
Restrictions:
Enrollment limited to students with a classification of Junior or Senior.
Attributes: Int Bus Major Elective, UUC:Reflection-in-Action

IB 4930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
Attributes: Int Bus Major Elective

IB 4980 - Independent Study
Credit(s): 1-3 Credits (Repeatable for credit)
Permission of the department chair.

IB 5010 - Managerial Economics and Data Analysis
Credit(s): 2 Credits
This is an introductory course in economics designed to introduce participants to the most basic economic concepts and the application of these concepts to various situations. The course does not presume a background in economics and is, therefore, self-contained. The first half of the course is spent studying the tools of competitive analysis. The second half allows application of the tools to formulate and implement competitive strategy.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5050 - Financial and Managerial Accounting Methods
Credit(s): 2 Credits
An overview of the language of business, this course examines the concepts, current standards and problems related to financial accounting reporting by U.S. enterprises. Serving as an accounting introduction for EMIB students without accounting experience and as review for those with prior experience, this course provides the foundation for subsequent examination of accounting issues of multinational enterprises.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5110 - Financial Management Skills
Credit(s): 2 Credits
This course provides basic financial tools necessary to understand foreign operations, including financial statement analysis, impact of foreign exchange rates and evaluation of performance in overseas markets.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.
IB 5140 - International Business Environment
Credit(s): 2 Credits
This course seeks to develop an understanding of the international business environment and the issues that have to be addressed by business corporations when they operate across countries. It will discuss the role of various international organizations including the WTO, IMT, World Bank, APEC and ASEAN in shaping global competition.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5150 - Management Skills
Credit(s): 2 Credits
Different cultures require different approaches. This course examines the management principles required to administer operations in international markets. Topics include motivation methods, organizational structures and leadership styles.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5210 - Marketing Skills
Credit(s): 2 Credits
Marketing must be approached differently in many parts of the world due to cultural and business norms. This course reviews basic marketing approaches and how they must be modified in differing country environments. Topics include applicability of market research, customer preference, pricing and promotion.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5310 - International Business Strategies
Credit(s): 2-3 Credits
This course focuses on the implementation of the traditional management functions (staffing, organizing, directing, and controlling) within an international or global organization. Emphasis will be placed on the impact of international environments (differing legal restrictions, political forces, economic situations, roles of labor, cultural philosophies, etc.) on management practices. A major underlying theme throughout the course will be the financial and efficiency costs of adjusting to local requirements versus global rationalization.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5350 - International Marketing Strategies
Credit(s): 2 Credits
This course analyzes the unique problems of marketing consumer or individual products on a global basis, integrating both business and cultural issues in different markets. Topics include different customer behavior for different products, distribution systems, and promotion techniques. Use of the web as a global marketing tool is also explored.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5410 - International Financial Strategies
Credit(s): 2 Credits
This course undertakes an analysis of strategies used in international financial management. Topics include international cash management, foreign exchange risk management, working capital, foreign direct investment and financing alternatives for multinational firms.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5430 - International Negotiations
Credit(s): 2 or 3 Credits
Basic negotiation techniques are discussed, with emphasis on effectively negotiating within the context of different cultures. Western and Eastern negotiation styles will be compared and contrasted. Other course subjects include high versus low content language, relationship versus transaction-based negotiation, time orientation, etc.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5450 - International Accounting
Credit(s): 2 Credits
A multidimensional examination of the accounting problems of multinational enterprises is completed during this course. International firms are faced with two unique accounting problems in addition to the problems associated with strictly domestic operations. Among the problem areas covered are: differences in accounting standards, currencies, price-levels, performance valuations, reporting practices and taxation.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5510 - Asia Pacific Business Strategy
Credit(s): 2 Credits
This course provides an applied study of business and economic environments of East Asia using country cases as examples. Countries of focus include Japan, China, Korea, Taiwan and Indonesia.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5550 - European Business Strategy
Credit(s): 2 Credits
This course provides an applied study of business and economic environments of Western Europe using country cases as examples. Countries of focus include members of the European Economic Community.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.

IB 5610 - Latin America Business Strategy
Credit(s): 2 Credits
This course provides an applied study of business and economic environments of Latin America using country cases as examples. Countries of focus include Argentina, Brazil, Chile, Colombia, Mexico and Venezuela.
Restrictions:
Enrollment limited to students in the MIB Executive or MIB Executive programs.
IB 5620 - International Business Intelligence and Analytics  
Credit(s): 2 Credits  
Big data and information are the key ingredients of successful international business strategies and problem solving. This intensive course is designed to equip students with the knowledge and proper skills to make international business decisions. The primary objective of this course is to enable students to understand and perform business analytics and business intelligence globally. Students are exposed to various data collection methods, qualitative and quantitative, in international business research and apply data analytics and automation using popular programming applications. (Python) (Offered in Spring)  
Restrictions:  
Enrollment limited to students in the MIB Executive or MIB Executive programs.  

IB 5680 - Managing Cultural Differences  
Credit(s): 2 Credits  
Discussing different cultures, this course ties the extent to which culture affects perceptions, decisions and behavior with how to approach management of cultural differences to achieve organizational effectiveness. Major topics include approaches to managing a culturally diverse workforce or team, ethics versus custom, culture and gender and non-Western style work days and weeks. Additionally, the course addresses expatriates, culture shock, repatriation and preparing for overseas travel and assignments.  
Restrictions:  
Enrollment limited to students in the MIB Executive or MIB Executive programs.  
Attributes: MBA Professional Effectiveness  

IB 5580 - Capstone: Multinational Enterprise and Assessment  
Credit(s): 2 Credits  
This course will be taken in the last semester of the EMIB program (early January) as an intensive course that meets twice for 8 hours at a time. The coursework will focus on an applied case study/analysis of student's parent company or related organization.  

IB 5900 - International Study Abroad  
Credit(s): 2 Credits (Repeatable for credit)  
Restrictions:  
Enrollment limited to students in a Master of International Bus degree.  

IB 5901 - Study Abroad  
Credit(s): 3 Credits (Repeatable for credit)  
The objective of this course is to allow students to apply the key concepts of global environments to a regional economy. The course combines case discussions with guest lectures by local business executives and scholars, and company visits. Students are expected to have a practical knowledge of the complexity of the business environments of the region.  

IB 5910 - Internship  
Credit(s): 1-6 Credits (Repeatable for credit)  

IB 5930 - Special Topics  
Credit(s): 3 Credits (Repeatable for credit)  

IB 5980 - Graduate Reading Course  
Credit(s): 2 Credits (Repeatable for credit)  

IB 5990 - Thesis Research  
Credit(s): 1-6 Credits (Repeatable for credit)  
All students complete a final thesis/capstone project paper to conclude the EMIB degree program. This paper is written on a subject selected by the student usually including a region of the world and a relevant topic for a corporation. It ties together the two-year curriculum and allows application of the business practice, culture and strategy knowledge they've received through the coursework, faculty and cohort group.  

IB 6000 - Global Business Environment  
Credit(s): 3 Credits  
This course seeks to examine international business issues faced by corporations operating across several countries and different external environments. The focus is, therefore, on the regional and global business environment of international firms, integrating trading, investing, cultural and business practices.  
Attributes: Aviation Elective (Graduate), MBA Breadth  

IB 6220 - International E-Business  
Credit(s): 3 Credits  
International E-business is undeniably changing the way companies conduct and compete in the global market place. It has experienced a phenomenal growth in terms of transactions and profits, particularly in advanced economies and emerging markets. Yet, international e-business environment is complex. Businesses need to address a broad range of cultural, legal, demographic, technological, and political issues to successfully formulate and execute their e-business strategies. To help you prepare for these types of challenges and opportunities and learn the tools to gain a competitive advantage, this course will introduce you to a wide-range of global e-commerce issues and practices, particularly e-business strategy, international on-line market entry, building an international e-commerce presence, web site localization and cultural customization, e-commerce infrastructure including mobile and social media platforms, international e-business security and payments systems, global social media marketing, and global search engine marketing. This is a hybrid course with scheduled on-campus meetings and online.  
Attributes: Aviation Elective (Graduate), MBA Internationl Business Conc, MBA Marketing Conc  

IB 6320 - International Business Intelligence and Analytics  
Credit(s): 3 Credits  
This course focuses on international market research and foreign market intelligence. It provides the skills necessary to conduct multi-country research. Emphasis is thus placed on the collection and analysis of information to aid in developing international business strategies and in integrating them across countries. Students will become familiar with various data collection sources and methods (qualitative and quantitative) for multi-country research and the application of artificial intelligence and automation in international business and marketing research.  

IB 6420 - Developing Global Mindset  
Credit(s): 3 Credits  
This course focuses on strategic planning, implementation, and evaluation of management decision making within an international organization. Strategy is multidisciplinary by design and as such will draw on the student's experience and understanding of the functions of business and the forces that impact the business success. It combines a range of viewpoints and analytical techniques. The course will address the challenges involved in understanding the shifting dynamics and multifaceted phenomena that confronts global business.  
Attributes: MBA International Business Conc
IB 6800 - Theory in International Business
Credit(s): 3 Credits
A doctoral seminar course in which the participating students review and analyze some of the leading economic, strategic and behavioral theories of the determinants of foreign direct investment and the multinational enterprise that has emerged over the past forty years. Special emphasis is given to the interface between the competitive advantages of the firms and comparative advantages of countries in shaping different kinds and forms of foreign production in various sectors and nations.

Restrictions:
Enrollment limited to students in the PhD Business Administration program.

Attributes: MBA International Business Conc

IB 6820 - Seminar in Global and Regional Business
Credit(s): 3 Credits
A doctoral seminar regarding the history and role of specific geographic regions in the global economy, current theory related to international business, multinational companies, and government policies that affect international business.

Restrictions:
Enrollment limited to students in the PhD Business Administration program.

IB 6840 - Seminar in Global Strategy
Credit(s): 3 Credits

IB 6920 - Comprehensive Exams
Credit(s): 0 Credits
Comprehensive Exams.

IB 6930 - Special Topics
Credit(s): 3 Credits (Repeatable for credit)
Attributes: MBA International Business Conc

IB 6950 - Special Study for Examinations
Credit(s): 0 Credits (Repeatable for credit)

IB 6970 - Research Topics
Credit(s): 3 Credits (Repeatable for credit)

IB 6980 - Graduate Reading Course
Credit(s): 1-3 Credits (Repeatable for credit)

IB 6990 - Dissertation Research
Credit(s): 0-6 Credits (Repeatable for credit)